

ORDER



WZZM 13

Orders
Order / Rev: 726177
Alt Order #:
Product Desc: House Rep Campaign Committee, Auth I
Estimate:
Flight Dates: 11/01/12 - 11/05/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: Political

Primary AE: Tim Siegel
Sales Office: WZZM
Sales Region: LOC

Agency
Name: Marketing Resource Group/ POL
Buying Contact:
Billing Contact:
 225 S Washington Square
 Lansing, MI 48933

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: House Rep Campaign Committee, Aut
Demographic: A25-54
Product Codes: PL-State House Representative
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	55	\$22,735.00	\$19,324.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	55	\$22,735.00	\$19,324.75	0.00
Totals	55	\$22,735.00	\$19,324.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tim Siegel			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WZZM	11/01/12	11/02/12	Fri Prime C 20/20	CM	10-11p	----F--	:30	1	\$615.00	P-1	0.00	NM	1	\$615.00
N 2	WZZM	11/05/12	11/05/12	Mon Prime C Castle	CM	10-11p	M-----	:30	1	\$2,100.00	P-1	0.00	NM	1	\$2,100.00
N 3	WZZM	11/05/12	11/05/12	M-F 5-530a M-F Morning News	CM	5-530a	M-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1			\$300.00		0.00			
N 4	WZZM	11/01/12	11/02/12	M-F 530-6a M-F Morning News	CM	530-6a	---TF--	:30	2	\$375.00	P-1	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--			2			\$375.00		0.00			
N 5	WZZM	11/05/12	11/05/12	M-F 530-6a M-F Morning News	CM	530-6a	M-----	:30	1	\$375.00	P-1	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1			\$375.00		0.00			
N 6	WZZM	11/01/12	11/02/12	M-F 6-7a M-F Morning News	CM	6-7a	---TF--	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--			2			\$600.00		0.00			
N 7	WZZM	11/05/12	11/05/12	M-F 6-7a M-F Morning News	CM	6-7a	M-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----			1			\$600.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 8	WZZM	11/01/12	11/02/12	M-F 7-9a M-F Good Morning America	CM	7-9a	---TF--	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---TF--					2	\$600.00		0.00			
N 9	WZZM	11/05/12	11/05/12	M-F 7-9a M-F Good Morning America	CM	7-9a	M-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$600.00		0.00			
N 10	WZZM	11/01/12	11/02/12	M-F 9-10a Take 5	CM	9-10am	---TF--	:30	2	\$90.00	P-1	0.00	NM	2	\$180.00
N 11	WZZM	11/05/12	11/05/12	M-F 9-10a Take 5	CM	9-10am	M-----	:30	1	\$90.00	P-1	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$90.00		0.00			
N 12	WZZM	11/01/12	11/02/12	M-F 10-1030am Millionaire	CM	10-1030am	---TF--	:30	2	\$100.00	P-1	0.00	NM	2	\$200.00
N 13	WZZM	11/05/12	11/05/12	M-F 10-1030am Millionaire	CM	10-1030am	M-----	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$100.00		0.00			
N 14	WZZM	11/01/12	11/02/12	M-F 1030-11am Millionaire	CM	1030-11a	---TF--	:30	2	\$100.00	P-1	0.00	NM	2	\$200.00
N 15	WZZM	11/05/12	11/05/12	M-F 1030-11am Millionaire	CM	1030-11a	M-----	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$100.00		0.00			
N 16	WZZM	11/01/12	11/02/12	The View The View	CM	11a-12n	---TF--	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
N 17	WZZM	11/05/12	11/05/12	The View The View	CM	11a-12n	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$400.00		0.00			
N 18	WZZM	11/01/12	11/02/12	M-F 12-1230p Noon News	CM	12-1230pm	---TF--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
N 19	WZZM	11/05/12	11/05/12	M-F 12-1230p Noon News	CM	12-1230pm	M-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$500.00		0.00			
N 20	WZZM	11/01/12	11/02/12	General Hospital General Hospital	CM	2-3p	---TF--	:30	2	\$170.00	P-1	0.00	NM	2	\$340.00
N 21	WZZM	11/05/12	11/05/12	General Hospital General Hospital	CM	2-3p	M-----	:30	1	\$170.00	P-1	0.00	NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$170.00		0.00			
N 22	WZZM	11/01/12	11/02/12	M-F 3-4p Katie	CM	3-4p	---TF--	:30	2	\$220.00	P-1	0.00	NM	2	\$440.00
N 23	WZZM	11/05/12	11/05/12	M-F 3-4p Katie	CM	3-4p	M-----	:30	1	\$220.00	P-1	0.00	NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$220.00		0.00			
N 24	WZZM	11/01/12	11/02/12	M-F 4-430pm Judge Judy	CM	4-430p	---TF--	:30	2	\$225.00	P-1	0.00	NM	2	\$450.00
N 25	WZZM	11/05/12	11/05/12	M-F 4-430pm Judge Judy	CM	4-430p	M-----	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$225.00		0.00			
N 26	WZZM	11/01/12	11/02/12		CM	430-5p	---TF--	:30	2	\$225.00	P-1	0.00	NM	2	\$450.00

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				M-F 430-5pm Judge Judy											
N27	WZZM	11/01/12	11/02/12	M-F 7-730p M-F Entertainment Tonight	CM	7-730p	---TF--	:30	2	\$310.00	P-1	0.00	NM	2	\$620.00
N28	WZZM	11/05/12	11/05/12	M-F 7-730p M-F Entertainment Tonight	CM	7-730p	M-----	:30	1	\$310.00	P-1	0.00	NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$310.00		0.00						
N29	WZZM	11/01/12	11/02/12	M-F 730-8p Insider	CM	730-8p	---TF--	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
N30	WZZM	11/05/12	11/05/12	M-F 730-8p Insider	CM	730-8p	M-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$500.00		0.00						
N31	WZZM	11/01/12	11/04/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	---TF-S	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
N32	WZZM	11/05/12	11/05/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$1,000.00		0.00						
N33	WZZM	11/03/12	11/03/12	Sa 8-9a Sa Good Morning America	CM	8-9a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
N34	WZZM	11/03/12	11/03/12	Sat Early News Sat Early News	CM	Sat Early News	-----S-	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
N35	WZZM	11/03/12	11/03/12	M-Su Late Run News M-Su Late Run News	CM	1130p-1205a (11:30 PM-12:05 XM)	-----S-	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
N36	WZZM	11/04/12	11/04/12	WZZM Sun Weekend AM Sun Weekend AM News	CM	6-8a	-----S	:30	1	\$130.00	P-1	0.00	NM	1	\$130.00
N37	WZZM	11/04/12	11/04/12	Su 8-9a Su Good Morning America	CM	8-9a	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
N38	WZZM	11/04/12	11/04/12	Sun Early News Sun Early News	CM	Sun 6-630p (5:58 PM-6:30 PM)	-----S	:30	1	\$920.00	P-1	0.00	NM	1	\$920.00
N39	WZZM	11/04/12	11/04/12	Sun Early News Sun Early News	CM	Sun 630-7p (6:30 PM-7:00 PM)	-----S	:30	1	\$525.00	P-1	0.00	NM	1	\$525.00
													Totals	55	\$22,735.00